



City of San Antonio

Agenda Memorandum

File Number:14-430

Agenda Item Number: 17.

Agenda Date: 3/20/2014

In Control: City Council A Session

DEPARTMENT: Center City Development Office

DEPARTMENT HEAD: Lori Houston

COUNCIL DISTRICTS IMPACTED: 1

SUBJECT:

Amendment # 2 to Paseo del Rio Association License Agreement

SUMMARY:

This ordinance authorizes the execution of an amendment to extend the agreement with the Paseo del Rio Association from April 1, 2014 to March 31, 2019 and create a Merchandise Account to be used by the Paseo del Rio Association to fund River Walk improvement projects.

BACKGROUND INFORMATION:

On February 13, 1969, the City and the Paseo del Rio Association (PDRA) entered into an agreement to utilize public space on the River Walk for special events designed to promote the River Walk as a tourist and resident destination, including coordination and production of the Holiday River Parade. The agreement has been renewed regularly with the most recent five-year agreement approved by City Council on March 5, 2009. As part of the proposed amendment, the PDRA will conduct a minimum of 21 events in the public area of the downtown River Walk. These events include arts and crafts fairs, parades, and festivals that promote the River Walk.

The following terms and conditions are outlined in the amendment:

- PDRA is authorized to design, develop, produce and merchandise unique logos, artwork and merchandise reflecting the River Walk and its historic image. Proceeds will be deposited into a

Merchandise Account, which PDRA will administer and use to fund River Walk improvement projects. River walk improvement projects will be identified in consultation with the City and PDRA. All projects will be approved by the Center City Development Director. Projects may include, but are not limited to beautification, water quality, flora/fauna improvements, and/or education. PDRA will maintain a \$25,000 balance in the Merchandise Account;

- PDRA will contribute to the preparation of River Walk holiday lighting up to \$25,000 annually;
- Each month, PDRA will provide the City with one and a half, full color pages in its monthly magazine to promote the City's downtown venues and activities.

ISSUE:

Execution of this amendment to the PDRA license agreement requires City Council approval. Approval of this ordinance is consistent with City of San Antonio policy of permitting public space along the River Walk to be utilized for special events. The proposed amendment sustains a partnership where the private sector produces special events which market the River Walk, generate additional economic activity, and bring locals and visitors to the River Walk and downtown area.

ALTERNATIVES:

City Council could choose not to allow PDRA to extend its agreement with the City and, in turn, not allow PDRA to fund holiday light preparation or create an account to fund River Walk improvement projects.

FISCAL IMPACT:

This ordinance authorizes the execution of an amendment to extend an agreement with the Paseo del Rio Association and allows PDRA to create a Merchandise Account to be used by the Paseo del Rio Association for Riverwalk improvements. This ordinance will have no fiscal impact on the City's operating funds.

RECOMMENDATION:

Staff recommends approval of this ordinance authorizing the execution of an amendment to extend the PDRA lease agreement for a five year period.